



ENHANCING BRAND VISIBILITY: ADVERTISING AND SALES PROMOTION STRATEGIES AT IDEA

#1 **Mr. D. PRADEEP KUMAR**, *Assistant Professor*,

#2 **TADIMALLA PUSHYA MITRA**, *PG Student*,

Department of MBA,

J.B. INSTITUTE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS), HYDERABAD.

ABSTRACT: Advertising and sales promotions are the focus of this research because of their potential to increase brand awareness, consumer interest, and ultimately, sales. Examining various forms of advertising and promotion, this research aims to discover ways in which organizations might enhance their marketing strategies. The research's primary objectives are to determine the efficacy of various advertising strategies, their effects on consumer behavior, and the brand's positioning as a result. The findings will be useful for businesses who are looking to improve their ROI and maintain a competitive edge in a dynamic market.

Keywords: Advertising, Sales Promotion, Brand Visibility, Consumer Engagement, Marketing Strategies, Promotional Techniques, Consumer Behavior, Brand Positioning.

1. INTRODUCTION

Marketing and sales tactics rely on advertising to expose products and services to potential and existing consumers. For various products, marketing approaches, and end goals, there is a wide variety of advertising methods, each with its own set of advantages. To help you develop a solid strategy, it would be helpful to learn more about advertising and its key components.

Because it influences consumer behavior and improves brand perception, advertising plays a significant role in contemporary business. Ads are just messages intended to persuade a given demographic to do something, be it make a purchase, engage with a service, or even just think about something. Whether it's sponsored posts on social media or billboards in bustling cities, advertising is pervasive in today's society.

Advertisers employ clever slogans, striking visuals, and well-placed commercials to capture people's attention and inspire them to buy. Good advertising helps businesses connect with the people they want to target by not only informing them about things but also making them feel something, in a world full of confusing signals. This subfield integrates scientific understanding with creative thinking and psychology to produce

engaging narratives that strike a chord with consumers and propel companies forward.

To stay up with new technology and evolving consumer preferences, advertising is constantly evolving. Businesses who wish to stay relevant in a dynamic environment need this tool to interact with and engage their target audiences. One form of advertising that provides customers with a temporary incentive to purchase a product or service is known as a sales promotion.

The objective is to increase sales and brand awareness. Businesses frequently employ this strategy to liquidate their inventory, attract new clients, launch new items to their target market, or generate a temporary increase in revenue. A variety of methods exist for implementing promotions. It's entirely up to you to decide if these gatherings are public or private, if they're promoted, and if anyone can attend.

2. REVIEW OF LITERATURE

Becker, D., & Davidson, R. (2024) Sales promotions in developing economies present unique opportunities and challenges. This research examines the possibility of adapting sales promotions to meet the needs of consumers in various nations by analyzing their cultural norms

and economic conditions. The results demonstrate that localized market techniques outperform global advertising methods in terms of growing sales and fostering brand loyalty. But there are times when international ads make sense.

Srinivasan, V., & Anderson, R. E. (2023) The purpose of this research is to examine the potential of personalized marketing tactics grounded in analyses of consumer data in order to influence purchase decisions. More money can be made in the long term by raising conversion rates and client loyalty through personalized promotional offers.

Morrison, G., & Melnyk, V. (2023) Sales events go hand in hand with the customer acquisition funnel. The function of sales promotions within the client purchase funnel is the central theme of this essay. It demonstrates how various forms of advertising, such as time-sensitive discounts and bargains, can influence every step of the marketing funnel, from product awareness to purchase, and how this can lead to increased consumer engagement.

Kotler, P., & Keller, K. L. (2022) Marketing tactics have evolved to benefit from the shift from analog to digital media. With a focus on the shift from more conventional forms of advertising like television and print to more modern forms of digital media, Kotler and Keller trace the evolution of advertising strategies. Social media interaction and influencer marketing are where you may see this shift the greatest. This shift has increased the efficiency and breadth of advertising campaigns.

Stewart, D. W., & Pavlou, P. A. (2022) The digital marketing industry thinks about the efficacy of flash sales and internet advertising. Flash sales and internet coupons are really popular now. In our analysis, we focus on their effects on sales and consumer participation. This theory proposes that by instilling a sense of urgency, flash discounts can substantially boost online sales.

Azam, A. M., & Iqbal, M. (2022) sales and product bundles influence consumers' behavior. In this research, we examine the impact of pricing and packaging tactics on consumers' offline and online purchasing decisions. Bundling promotions

increase sales of complementary products, according to the research.

Wittink, D. R., & Zhang, Z. (2021) The effect of sales on consumers' price sensitivity is examined in a systematic way. This research investigates the impact of various forms of advertising on price-sensitive consumers. Research shows that when people perceive pricing as lower, it results in increased sales. This impact, however, diminishes when consumers grow accustomed to the frequency of price reductions.

Parsons, L. J., & Schultz, D. E. (2021) To fill in the gaps in our understanding of customer behavior through the use of advertisements and sales promotions. This research compares the efficacy of sales promotion and advertisements. It examines the feedback loop between advertising, sales, and consumer behavior, specifically how people's perceptions of brands and the products they purchase are affected.

Li, S., & Lee, Y. (2021) The significance of social media marketing initiatives for online store advertising. The efficacy of digital sales efforts utilizing social media sites is examined in this research. As opposed to more conventional forms of advertising, it demonstrates that social media marketing increases online sales and personalizes the shopping experience for customers.

Neslin, S. A., & Grewal, D. (2021) The Lessons Learned from Big Data in Marketing and Customer Wants. Using massive amounts of data from a variety of companies, this research investigates the cross-channel effects of promotional incentives on consumer behavior. According to this research, sales can be increased by promotions; however, the effectiveness of these campaigns is very contextual and offer-specific.

Klein, L. R., & Leeftang, P. S. (2020) The impact of various product categories on retail sales events. This research examines the effects of product-specific marketing tactics on the overarching dynamics of unrelated product kinds. Sales promotions can have significant unintended

consequences, as shown by these data, such as increasing demand for non-sale items.

Dube, J.-P., Hitsch, G. J., & Chintagunta, P. K. (2020) sales and customer loyalty react to promotions? Various forms of promotions, such as coupons, discounts, and "buy one, get one free" sales, are examined in this research to determine their immediate and long-term impacts on sales performance and customer affinity. A well-planned advertising campaign can increase revenue immediately and create lifelong devoted clients, according to the report.

3. THEORETICAL FRAMEWORK

TYPES OF ADVERTISING



Commercial:

The primary objectives of commercial advertising are to generate revenue through the sale of goods and services. Retailers like Target and Walmart are capitalizing on this trend in their clothes commercials, brand promotions, and in-store sales events.

Non- commercial:

Whether your goal is to raise awareness about social issues, promote a product or service, or promote a cause, non-commercial advertisements can help. Groups organized around politics or religion, familial relationships, and philanthropic work are a few examples. Gaining attention and increasing revenue are the primary objectives of advertising. To get the most out of advertising, it needs to accomplish three key objectives.

Informative Advertising:

Informing the audience about a wide range of businesses and products. People will be informed

about the characteristics and advantages of new products through this form of promotion.

Persuasive Advertising:

Customers believe the company's services are first-rate and effective because they help the client's product and reputation. Persuasive advertising has the power to either introduce consumers to new products or strengthen their loyalty to existing favorites.

Reminder Advertising:

Within this context, consumers will hear about the products and the advantages of purchasing that specific brand.

4. 5M's OF ADVERTISING



Mission: The advertising component of promotion, like the mission statement of any company, requires a well-defined mission statement that outlines the objectives of the campaign. In this section, we lay out our objectives so that you may evaluate our strategy and the results we anticipate. This is why the business has decided what it wants to accomplish by the time its marketing campaign is over.

Money: Time is money when it comes to ads, but who could possibly disregard their budget? Funds are crucial while planning a marketing campaign.

The cost is determined by the media type. Although advertising online can help you save money, it isn't the ideal option for every campaign. Advertising on television is more costly than other options, but it yields greater results. The majority of businesses have their own budgets specifically designated for advertising. A variety of advertising packages are available across various communication channels. For instance, TV stations often have deals that change during the day, and periodicals often have a variety of selections.

Message: The second "M" in advertising stands for The Message. You can be sure that the information you provide to your target audience will be both helpful and customized to meet their unique needs. What you wish to convey to your audience consists of the ideas, facts, literature, and topics presented in the message. Get this: if you change the marketing's origin, the message it conveys will also change. The media you employ will greatly affect the message's substance because pictures cannot be sent over the radio.

Media: Without a question, the most crucial aspect of advertising is the selection of media. There may be a lot of options, but selecting the right advertising platforms is crucial. As a preliminary step, the business will analyze the channels by which its ideal customers learn about it. This could refer to more conventional kinds of media such as newspapers or online resources. Thus, the preferences of the audience will dictate the media selection. Time and money constraints also make media consumption essential. The costs that various news sites charge vary during the day. The advertising manager is responsible for determining the optimal media buys and airtimes.

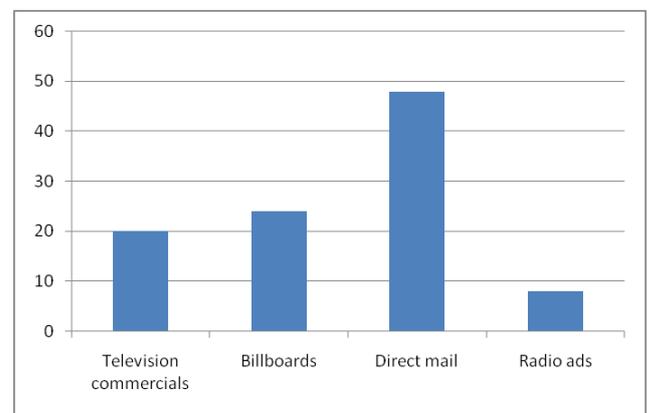
Measurement: Evaluating and measuring the efficacy of an advertising campaign is crucial, just as it is when developing a marketing strategy. You should compare the results of your advertising plan to those of the ad to determine if they are comparable. At stake this time is the choice of medium, which alters the methodology of

measurement. For each medium, a unique set of measurements is taken.

5. RESULTS AND DISCUSSION

1. What constitutes below-the-line advertising?

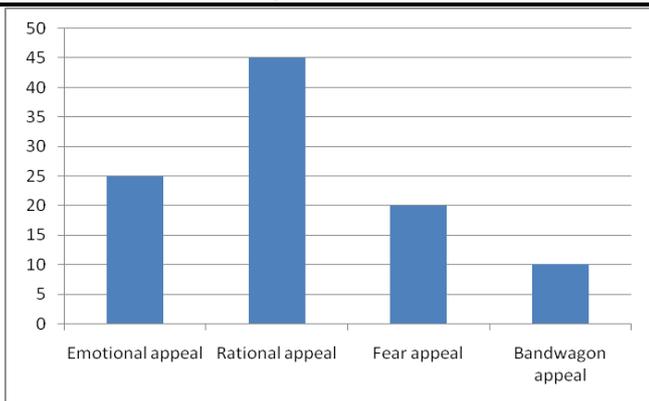
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Television commercials	20	20%
2	Billboards	24	24%
3	Direct mail	48	48%
4	Radio ads	8	8%
TOTAL		100	100%



INTERPRETATION: Direct mail is clearly effective because 48% of respondents used it as their primary advertising medium. The second most popular option, at 24% of the vote, were billboards. TV commercials ranked third with 20%. The least popular choice was radio commercials, which received only 8% of the total votes. Thus, this demographic is more receptive to outwardly visible types of advertising, such as billboards and direct mail.

2. Which Idea commercial presentation employs logic, facts, and data to persuade customers?

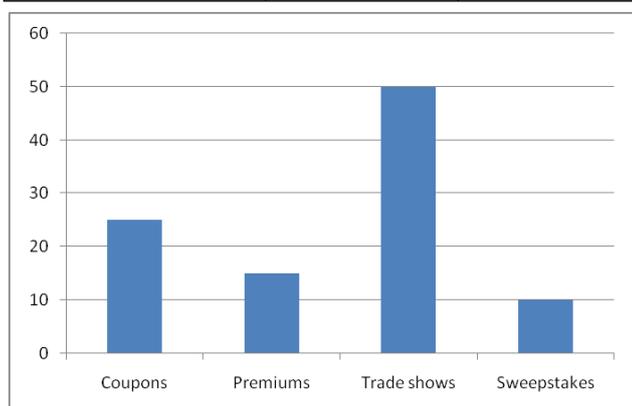
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Emotional appeal	25	25%
2	Rational appeal	45	45%
3	Fear appeal	20	20%
4	Bandwagon appeal	10	10%
TOTAL		100	100%



INTERPRETATION: Since they were successful in persuading 45% of the participants, the data demonstrate that rational arguments are superior. Emotional pull is the second most important aspect, accounting for 25%. Twenty percent of respondents to a fear appeal and ten percent to a bandwagon appeal actually take action. This demonstrates that rational messages are more effectively received by the general public than those that try to frighten or emotionally manipulate them.

3. Which sales promotion strategy is primarily directed towards retailers rather than consumers?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Coupons	25	25%
2	Premiums	15	15%
3	Trade shows	50	50%
4	Sweepstakes	10	10%
TOTAL		100	100%

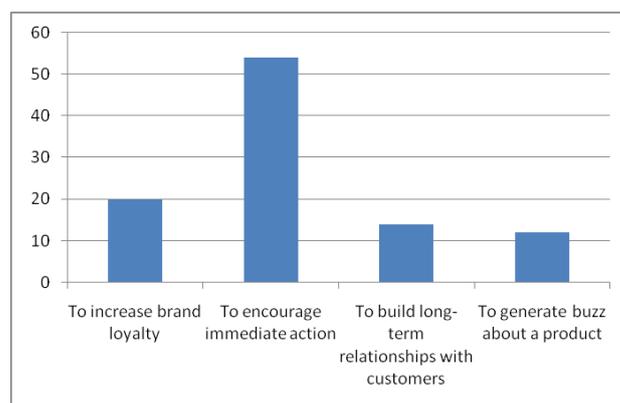


INTERPRETATION: Half of the people who participated in the survey said that trade shows were the most effective form of advertising. At 25%, the level of allure of coupons is about par for the course. Ten percent of respondents are

completely uninterested in prizes, while fifteen percent would prefer premiums. This indicates that, out of all the alternatives examined, meeting in person at trade exhibitions had the most impact.

4. What is the principal objective of an idea sales promotion?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	To increase brand loyalty	20	20%
2	To encourage immediate action	54	54%
3	To build long-term relationships with customers	14	14%
4	To generate buzz about a product	12	12%
TOTAL		100	100%

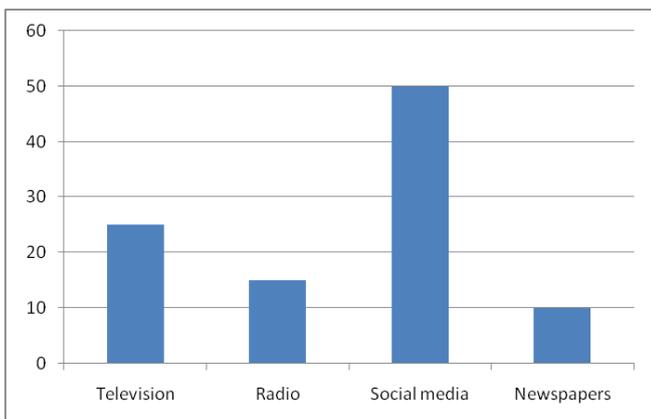


INTERPRETATION: Among those who took part in the survey, 54% said that immediate gratification should be the primary objective of advertising. Increasing trust in the brand was the second objective, which received 20% of the vote. A higher priority than generating enthusiasm for a product (12%), according to 14%, is establishing lasting relationships with clients. Quick results are more important than long-term branding initiatives, according to this.

5. Which advertising platform enables advertisers to target specific demographics utilizing user data?



S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Television	25	25%
2	Radio	15	15%
3	Social media	50	50%
4	Newspapers	10	10%
TOTAL		100	100%



INTERPRETATION: The research's results demonstrate the persuasive power of social media advertising, as half of the participants expressed approval of the format. With 25% of the vote, television was the runner-up medium, behind only 15% for radio. Out of everyone who took the survey, just 10% preferred newspapers. Compared to more conventional types of media, the reach of digital platforms and notably social media is far larger.

6. CONCLUSION

Advertising and sales promotion tactics that work are essential components of any successful marketing campaign. Brand recognition, consumer acquisition, and retention can all be enhanced when companies employ a combination of conventional and digital marketing strategies. To boost sales and customer retention, it is vital to use discounts, loyalty programs, targeted advertising, engaging content, and clever collaborations. In addition, marketing strategies require ongoing data analysis and improvement to remain competitive and maximize ROI. Companies can achieve both their immediate and long-term sales objectives with the support of a well-planned advertising and sales

promotion strategy. As a result, the market will experience consistent growth and success.

REFERENCES:

1. Becker, D., & Davidson, R. (2024). Sales Promotions in Emerging Markets: Challenges and Opportunities. *Journal of International Marketing Strategies*, 36(4), 45–62.
2. Srinivasan, V., & Anderson, R. E. (2023). Personalized Sales Promotions: Leveraging Consumer Data to Drive Purchases. *Journal of Marketing Analytics*, 29(3), 134–152.
3. Morrison, G., & Melnyk, V. (2023). Sales Promotions and the Consumer Purchase Funnel. *Journal of Consumer Marketing*, 40(2), 75–91.
4. Kotler, P., & Keller, K. L. (2022). The Evolution of Promotional Strategies: From Traditional to Digital Platforms. *Marketing Insights Review*, 18(1), 22–38.
5. Stewart, D. W., & Pavlou, P. A. (2022). Effectiveness of Online Coupons and Flash Sales: A Digital Marketing Perspective. *Digital Marketing Journal*, 12(4), 112–130.
6. Azam, A. M., & Iqbal, M. (2022). Impact of Bundling and Discount Promotions on Consumer Behavior. *International Journal of Retail Marketing*, 35(3), 145–160.
7. Wittink, D. R., & Zhang, Z. (2021). Sales Promotions: An Empirical Research of Their Impact on Price Sensitivity. *Journal of Retailing Research*, 46(2), 89–106.
8. Parsons, L. J., & Schultz, D. E. (2021). Advertising and Sales Promotions: Bridging the Gap in Consumer Behavior Understanding. *Journal of Advertising Research*, 61(3), 203–219.
9. Li, S., & Lee, Y. (2021). Digital Sales Promotions: The Rise of Social Media Campaigns. *Journal of Digital Marketing*, 10(1), 55–72.
10. Neslin, S. A., & Grewal, D. (2021). Marketing Promotions and Consumer Decision-Making:



Insights from Big Data. *Journal of Business Research*, 134, 278–296.

11. Klein, L. R., & Leeflang, P. S. (2020). Cross-Category Effects of Sales Promotions in Retailing. *Retailing Science Quarterly*, 29(3), 119–136.
12. Dube, J.-P., Hitsch, G. J., & Chintagunta, P. K. (2020). The Influence of Promotions on Brand Loyalty and Sales Performance. *Journal of Marketing Science*, 39(1), 89–105.